The Corporation of The City of London
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FOR IMMEDIATE RELEASE

Canines for a Cause

Sunday, September 2 the Stronach pool will host the 1st annual Pooch Plunge. The City of London, the City of London Fire Department and Happy Paws have partnered to raise money to purchase specially designed pet oxygen masks for London fire engines.

"It is a wonderful opportunity for the City to end the 2007 outdoor swimming season and offer the use of our facility for such a worthwhile cause," says Lynn Loubert, Manager of Aquatic Services. "It will be a great deal of fun for the dogs involved and many other dogs will benefit from it in the future!"

"In the past, firefighters have used masks designed for human faces on dogs and cats suffering from smoke inhalation," says London Fire Department spokesperson Rick Jefferson. "The masks did not fit properly, so much of the oxygen administered did not benefit the animal. These new masks will improve the possibility of reviving a beloved pet. The department is extremely grateful for the involvement of the Pooch Plunge organizers and participants."

There will be two sessions; the first at 2:00 p.m. to 3:00 p.m. and the second from 3:30 p.m. to 4:30 p.m. Participants are required to arrive 30 minutes prior to the event to register. All dogs should be friendly, vaccinated and have a valid dog license. There are no people allowed in the pool during these fundraising swim sessions.

For full details visit www.poochplunge.com